

The graph illustrates the relationship between Price (as % of list) and three key metrics: Win Probability, Expected Contribution, and Marginal Contribution. The X-axis represents Price (as % of list) from 0.64 to 0.99. The left Y-axis represents Win Probability from 0 to 1.0. The right Y-axis represents Expected Contribution / Contribution from 0 to 900,000.

The three curves are:

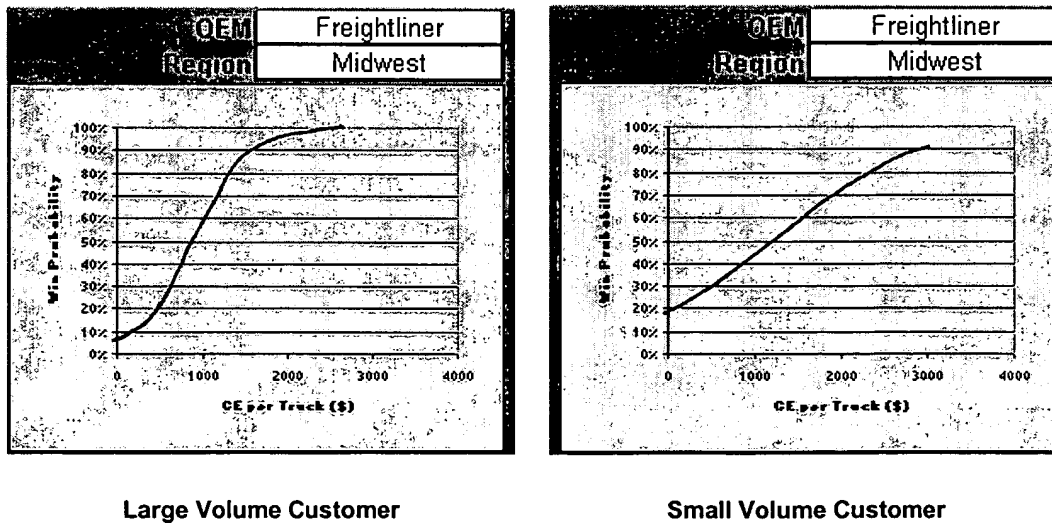
- Market Response curve:** A downward-sloping curve showing the probability of winning as price increases.
- Marginal contribution curve:** An upward-sloping curve showing the marginal contribution as price increases.
- Expected marginal contribution curve:** A bell-shaped curve showing the expected marginal contribution as price increases.

The optimal price is determined by the intersection of the Market Response curve and the Marginal contribution curve, which occurs at approximately 0.83 (83% of list price).

Legend:

- Market Response (solid line)
- Marginal Contribution (dashed line)
- Expected Marginal Contribution (dotted line)

Fig. 1



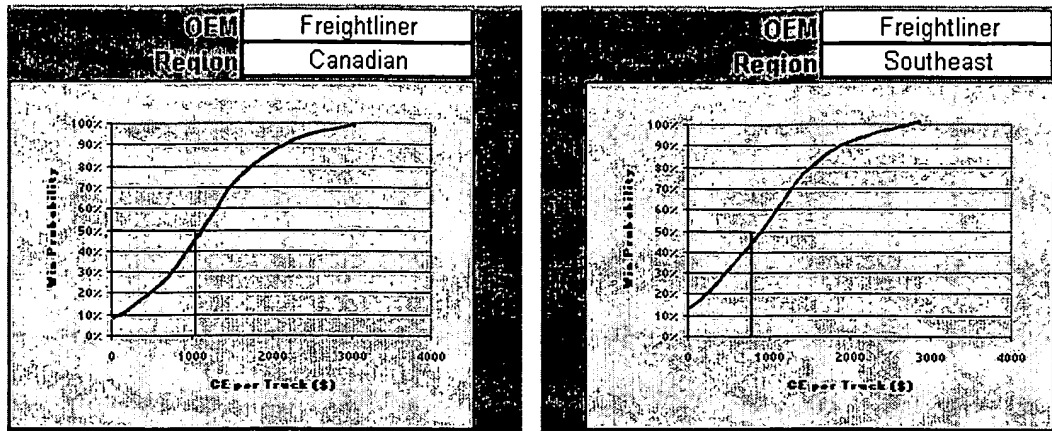


Fig. 2B

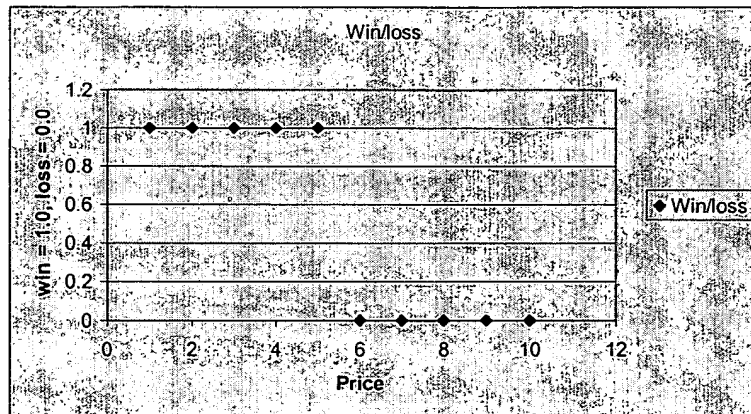


Fig. 3A

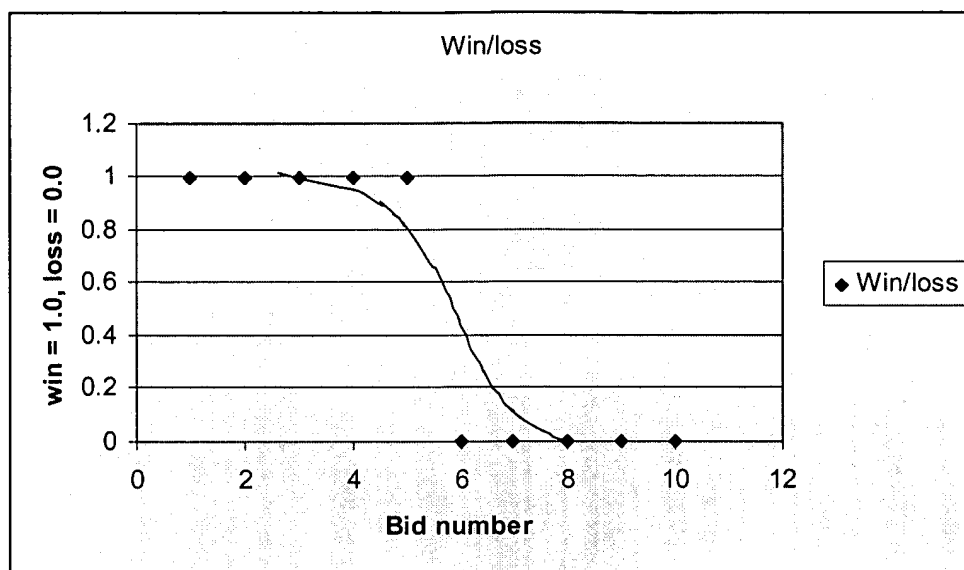
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Fig. 3B

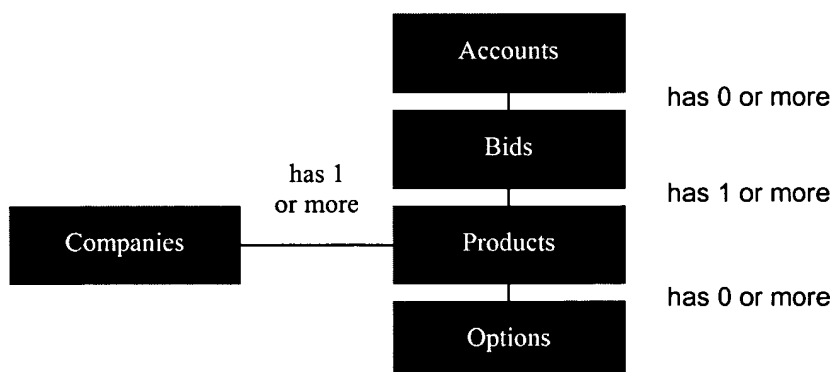


Fig. 4